

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-07 LAB-04 NSAE-00  
PA-02 SIL-01 USIA-15 PRS-01 L-03 /054 W  
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R 301630Z DEC 77  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 6189  
AMEMBASSY BERLIN  
47\$(-4/AMEMBASSY BUCHAREST 4377  
AMEMBASSY BUDAPEST  
AMCONSUL KRAKOW  
AMCONSUL LENINGRAD  
AMCONSUL POZNAN  
AMEMBASSY SOVIE  
AMEMBASSY WARSAW  
AMEMBASSY VIENNA

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USDOC FOR BEWT/TPD (THOMPSON)

VIENNA FOR VONTILLIUS

E.O.11652: NA  
TAGS: BEXP UR  
SUBJECT: PROPOSED FY '79 TRADE PROMOTION EVENT SCHEDULE  
AND BDO FY '79

REF: A) STATE 255264, B) USDOC 22616

1. EMBASSY HAS GIVEN CAREFUL CONSIDERATION TO LIST OF  
TRADE PROMOTION THEMES RECOMMENDED IN REFTEL (A), AND  
ON BASIS OF NEW INFORMATION, WE NOW PROPOSE FOLLOWING  
REVISED SCHEDULE:

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A. "AUTOMATED INTERIOR FINISHING EQUIPMENT FOR  
CONSTRUCTION", OCTOBER 16-20, 1978. THIS NEW THEME RESULTS  
FROM UNSOLICITED SUGGESTION OF GOSSTROY WHICH INDICATED A  
STRONG INTEREST IN THIS TYPE OF EQUIPMENT (SIMILAR  
TO THAT PROMOTED BIANNUALLY AT SYMPOMECH IN ZILINA,  
CZECHOSLOVAKIA) FOR THE OLYMPICS AND WORLD TRADE  
CENTER. RECENT CONVERSATIONS WE HAVE HAD POINT TO

THE NEED FOR AUTOMATIC SANDERS, PLANERS, LEVELING INSTRUMENTS, SPARY PAINTERS, FLOOR AND WALL FINISHING EQUIPMENT, ETC. WE PLAN ON CONSULTING WITH GOSSTROY FOR MORE SPECIFICS AFTER FIRST OF YEAR.

B. "PLASTICS PRODUCTION EQUIPMENT", NOVEMBER 13-17, 1978: MINISTRY OF CHEMISTRY HAS INDICATED INTEREST AND WE WILL ASK FOR SUB-THEME SPECIFICS.

C. "NON-FERROUS METALLURGY", DECEMBER 11-15, 1978: THE MINISTRY OF FERROUS METALLURGY HAS PROMISED US THEME SUGGESTIONS AND WE WILL BE IN TOUCH WITH THEM AGAIN IN EARLY JANUARY.

D. "PACKAGING EQUIPMENT FOR INDUSTRIAL PRODUCTS", JANUARY 17-21, 1979: WE WOULD LIKE TO LIMIT THIS EVENT TO PACKAGING OF NON-FOOD PRODUCTS. WE HAVE ALSO REPLACED "QUALITY CONTROL INSTRUMENTS FOR CHEMICAL INDUSTRY" WITH "PACKAGING" SINCE 1) WE HESITATE TO HAVE TWO SHOS SPONSORED BY SAME (DIFFICULT-TO DEAL-WITH) MINISTRY SO CLOSE TO EACH OTHER; 2) A LARGE INT'L SOVIET-SPONSORED SHOW ON PROCESS CONTROLS IS PLANNED FOR JUNE '79 AND WILL UNDOUBTEDLY COVER, IN PART, CHEMICAL INDUSTRY; AND 3) PLASTICS PRODUCTION EQUIPMENT IS THEME THAT WE HAVE NOT PROMOTED FOR A WHILE.

E. "MINE SAFETY EQUIPMENT", FEBRUARY 14-18, 1979: WE PERCEIVE AN ATTITUDE OF INDIFFERENCE ON PART OF SOVIETS FOR AN S/ME ON TEXTILE EQUIPMENT AND THEREFORE HAVE SUBSTITUTED "MINE SAFETY"  
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AS A RESULT OF GOVERNMENT'S ANNOUNCED STRONG PUSH FOR INCREASED COAL PRODUCTION, AND MINISTRY OF COAL'S EXPRESSED INTEREST IN WORKING WITH US. ALSO, WE SHOULD BE ABLE TO BUILD ON EXCELLENT CONTACTS MADE BY TWO U.S. MINE SAFETY SPECIALISTS DURING THEIR VISIT LAST SUMMER UNDER SCIENTIFIC EXCHANGE AGREEMENT.

F. "INSTRUMENTATION/CONTROL EQUIPMENT FOR ENERGY CONSERVATION", MARCH 14-18, 1979: WE HEAR THAT A DIRECTIVE MAY BE ISSUED SHORTLY WHICH WILL BE AIMED AT STRINGENT CONSERVATION OF ENERGY IN INDUSTRIAL ENTERPRISES. THIS SHOULD BE TIMELY AND TOPICAL THEME WITH REAL PROSPECTS FOR TANGIBLE COMMERCIAL RESULTS.

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-07 LAB-04 NSAE-00  
PA-02 SIL-01 USIA-15 PRS-01 L-03 /054 W  
-----041980 301750Z /43

R 301630Z DEC 77  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 6190  
AMEMBASSY BERLIN  
AMEMBASSY BUCHAREST  
AMEMBASSY BUDAPEST  
AMCONSUL KRAKOW  
AMCONSUL LENINGRAD  
AMCONSUL POZNAN  
AMEMBASSY SOFIA  
AMEMBASSY WARSAW  
AMEMBASSY VIENNA

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G. "FOOD PROCESSING EQUIPMENT", APRIL 11-15,  
1979: WE HAVE DISTRIBUTED ALL CATALOGS CONCERNING  
THIS EVENT BOTH IN MOSCOW AND IN KIEV, AND HOPE TO  
BE ABLE TO PROVIDE FEEDBACK AND SPECIFICS SHORTLY.

H. "RECYCLING OF SECONDARY RAW MATERIALS", MAY  
9-13, 1979: GOOD THEME. WE HAVE MENTIONED  
POSSIBILITY OF S/ME ON THIS TOPIC TO SEVERAL END-  
USERS AND HAVE ALREADY DETECTED STRONG INTEREST  
AT THIS EARLY DATE.

I. "CONSTRUCTION EQUIPMENT FOR ARCTIC  
CONDITIONS", SEPTEMBER 12-16, 1979: NEW INFORMATION  
INDICATES THAT DWYER ORGANIZATION IS PLANNING  
LARGE U.S. SOLO EXHIBIT ON FOUNDRY AND WELDING  
EQUIPMENT (ORIGINALLY PROPOSED S/ME FOR THIS  
TIME SLOT) IN MARCH '79. RECRUITMENT FOR S/ME ON  
SAME THEME WOULD LIKELY BE DIFFICULT DURING PERIOD  
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BEFORE AND AFTER DWYER EVENT. WE STILL CONVINCED  
THAT "CONSTRUCTION EQUIPMENT FOR ARCTIC CONDITIONS"  
(NOT RPT NOT INCLUDING CRANES, TRACTORS, DOZERS,  
OTHER OFF-ROAD EQUIPMENT, PRODUCERS OF WHICH HAVE  
RECEIVED MORE THAT ADEQUATE EXPOSURE ALREADY UNDER  
USCO'S S/ME PROGRAM) WOULD BE A VIABLE THEME  
WITH BAM RAILWAY (BRIDGES, TUNNELS, ETC.) AND OTHER

LARGE SCALE CONSTRUCTION PROJECTS ALREADY UNDER WAY  
OR CONTEMPLATED IN SEVERE CLIMATE AREAS OF USSR.

2. TWO OF ABOVE SUGGESTED THEMES, I.E.,  
(E) AND (I), MAY SUFFER FROM SMALL RECRUITING  
UNIVERSES. WE THEREFORE DEFER TO TPD/TDAD  
JUDGEMENT ON THIS POINT.

3. AS REGARDS REQUEST FOR RECOMMENDATION INCLUDED  
REFTEL (A), PARA. 8, COSTS ASSOCIATED WITH STAGING  
EXHIBITS AT SPECIALIZED FAIRS ARE SIMILAR TO THOSE  
AT INT'L FAIRS IN MOSCOW. CHAMBER OF COMMERCE WILL  
REPORTEDLY PUBLISH NEW PRICE SCHEDULES IN JANUARY  
WHICH WE WILL FORWARD UPON RECEIPT. BENEFITS, HOWEVER,  
ARE NOT AS CLEAR. WHILE WE RATE TASHKENT MEDICAL  
APPARATUS SHOW LAST APRIL AS SOMEWHAT POSITIVE, BOTH  
FOR OUR BDO AND U.S. FIRMS EXHIBITING, OTHER SUCH SHOWS  
SPONSORED BY CHAMBER OF COMMERCE OUTSIDE MOSCOW HAVE  
NOT BEEN SUCCESSFUL, AS WE REPORTED ON TBILISI  
SPECIALIZED EXHIBIT IN OCTOBER. INTERPORT '77 IN  
LENINGRAD WAS DIFFERENT MATTER SINCE IT WAS ORGANIZED  
BY A PRIVATE WEST GERMAN EXHIBIT FIRM  
AND EVEN AT THAT, LARGE NUMBER OF WEST GERMAN  
EXHIBITORS WERE DISENCHANTED  
ACCORDING TO FRG COMMERCIAL OFFICE. WE WOULD STILL  
APPRECIATE ONE MORE OPPORTUNITY TO MOUNT A BDO  
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OUTSIDE OF MOSCOW, BEFORE MAKING LARGER COMMITMENT  
ON A SMALL EXHIBIT/SEMINAR AT SPECIALIZED TRADE  
FAIR IN SOVIET UNION.

4. RE REFTEL (B), CHAMBER OF COMMERCE SHCHEDULE OF  
SPECIALIZED EXHIBITS FOR FY '79 NOT YET PUBLISHED SO  
WE WILL HAVE TO WAIT BEFORE SUBMITTING RECOMMENDATIONS  
ON BDO.

5. FINALLY, OUR SUGGESTED S/ME SCHEDULE AS SET  
FORTH IN PARA 1 ABOVE MAY BE ALTERED SOMEWHAT  
WHEN CHAMBER'S SCHEDULE APPEARS. TOON

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## Message Attributes

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